



Because *Care* Matters

THE CAMPAIGN *for*
ROCHESTER REGIONAL HEALTH

Unity Hospital



Strength in Unity



In 1975, our hospital—at that time, Park Ridge Hospital—was built with expansion in mind. The building’s foundations, steel framework and patient wings were all engineered for our growth. On the inside, all beds were in private rooms, an uncommon feature among major care providers in our area. This forward-thinking design has carried us into the 21st century.

However, continuous progress is always reshaping the world of healthcare. Over the course of three decades, there were major changes in care technology, infection control, the collection and storage of patients’ health information and more.

By 2006, it was time for us to make some changes of our own. With the community’s help, we added a fourth floor, created state-of-the-art spaces for our neuro-rehabilitation and joint replacement programs, and made several other aesthetic and quality of care enhancements. It’s once again time for us to make improvements, and at a more fundamental level, embrace our forward-thinking heritage.

The *Because Care Matters* Campaign is how we go from keeping with the times to staying ahead of them. This is our chance to replace our good equipment with great technology, to turn great spaces into a remarkable care environment, and to make remarkable care an extraordinary patient experience.

By coming together as a community, we can build a stronger Unity that delivers tomorrow’s care to today’s patients.

A handwritten signature in black ink, which appears to read "D Stewart". The signature is fluid and cursive, written in a professional style.

Douglas Stewart

President, Unity Hospital

We're Better Together

Because *Care Matters* is a comprehensive, and more importantly, system-wide fundraising campaign with an ambitious \$300 million goal. This bold effort is representative of our aspirations at Unity Hospital, as well as the other four Rochester Regional Health hospitals and its many affiliated locations.

CAMPAIGN
GOAL

RAISE AT LEAST
\$300 MILLION

5

HOSPITALS

150+

LOCATIONS

17,000+

PHYSICIANS, NURSES & STAFF



1 SYSTEM-WIDE COMPREHENSIVE
FUNDRAISING
EFFORT

1 PROMISE TO DELIVER THE BEST POSSIBLE
HEALTHCARE TO OUR COMMUNITIES

Unity is the only hospital in Monroe County to offer a private room to every patient. The hospital offers a broad range of specialties, featuring the Golisano Restorative Neurology & Rehabilitation Center, the Charles J. August Joint Replacement Center and the August Family Birth Place.

To keep our promise to deliver the best possible care to Monroe County and surrounding communities, we seek philanthropic support that makes it possible for you to always receive exceptional care, regardless of the illness or injury. As part of Rochester Regional Health, we are working together to help all of the people in the communities we serve lead a better, healthier life.



A YEAR AT UNITY

355,732

OUTPATIENT VISITS

56,259

EMERGENCY DEPARTMENT VISITS



Building the Best Care

Behind Unity Hospital is a Rich History of Visionary Care

In 1908, Dr. Charles Barber opened the Park Avenue Hospital at the corner of Park Avenue and Brunswick Street, where it remained for the next six decades. The hospital was then relocated to the Town of Greece, reopening in 1975 as Park Ridge Hospital. With a new facility, the hospital became a destination for state-of-the-art care, and has continued to be for more than 40 years. Today, and moving forward, Unity Hospital aims to be at the industry's forefront to ensure our community has the best care possible.

2,062

JOINT REPLACEMENTS

11,632

SURGERY CASES

1,517

BABIES DELIVERED



Delivering a Better Experience

By renovating our spaces and introducing more modern features and technology, we are creating an environment that will transform your perception of high-quality care. Examples include establishing a larger oncology presence on campus, as well as enlarging the August Family Birth Place to increase the level of comfort we're able to provide newborns and their mothers, while enhancing all associated services. Throughout the hospital, we will continue to create a more efficient, convenient and satisfying experience.

Raising the Bar for Quality

What can we do differently? What can we do better? We're continually asking ourselves these questions to ensure you're always getting the best care available. We accomplish this by doing what it takes to get you back to your family, your job and your everyday life as quickly as possible. Expanding our operating rooms and upgrading to the most advanced technology, allows us to accommodate more patients with greater efficiency, resulting in a higher level of overall care.

Your Support Matters

We're always trying to improve how we provide care—from the care of a newborn to the rehabilitation of a traumatic brain injury patient to the surgical needs of an elderly family member. For these cases, and all healthcare needs in between, your gifts carry both healing power and hope.





Join Us



“Rochester is our home, and has been for our entire lives. More than just our home, it’s part of our family and who we are. That’s why we have tried to invest our hearts and souls in nurturing the vitality of our community.

We have focused much of our energy on improving our local healthcare because it is critical to Rochester’s strength and success. **We know it can be hard to appreciate the value of these services until you or someone close to you needs them, but that’s all the more reason to make sure they’re available and exceptional.** As an integral part of Rochester Regional Health and our community, Unity Hospital needs our care and support.”

Andy and Karen Gallina

Because *Care Matters* Campaign
Vice-Chairs, Unity Hospital



ROCHESTER REGIONAL HEALTH

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